

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

---

In re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: Thu V. Huynh

For: Easily Modifiable Macro Tag for Internet  
Advertising

---

**AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION**  
**MAILED AUGUST 24, 2005**

VIA FACSIMILE (571) 273-8300  
**ATTN. Art Unit: 2178**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is an amendment and a response to the non-final Office Action mailed August 24, 2005 in the above-identified application. In view of the amendment, and the remarks, which begin on page 6 of this paper, reconsideration and allowance of the pending claims is respectfully requested.

Amendment to the Title on page 3

Amendment to the Specification. A Substitute Specification is submitted as Appendix A. A marked-up version of the new specification is submitted as Appendix B.

**Amendment to the Drawings.** A Replacement Sheet of new drawings is submitted as Appendix C.

**Amendment to the Claims** begins on page 4

**Amendment to the Abstract** begins on page 5

**Remarks** begin on page 6

I hereby certify that this correspondence is being submitted to the United States Patent & Trademark Office, via facsimile transmission to the USPTO central fax number at (571) 273-8300.

Dated: February 22, 2006      Signature: /Benzion A. Wachsman/ (Benzion A. Wachsman)

Application No.: 09/372,416

Art Unit: 2178

**AMENDMENT TO THE TITLE**

Please replace the existing title with the following new title:

Internet Advertising System